

Fig. 1

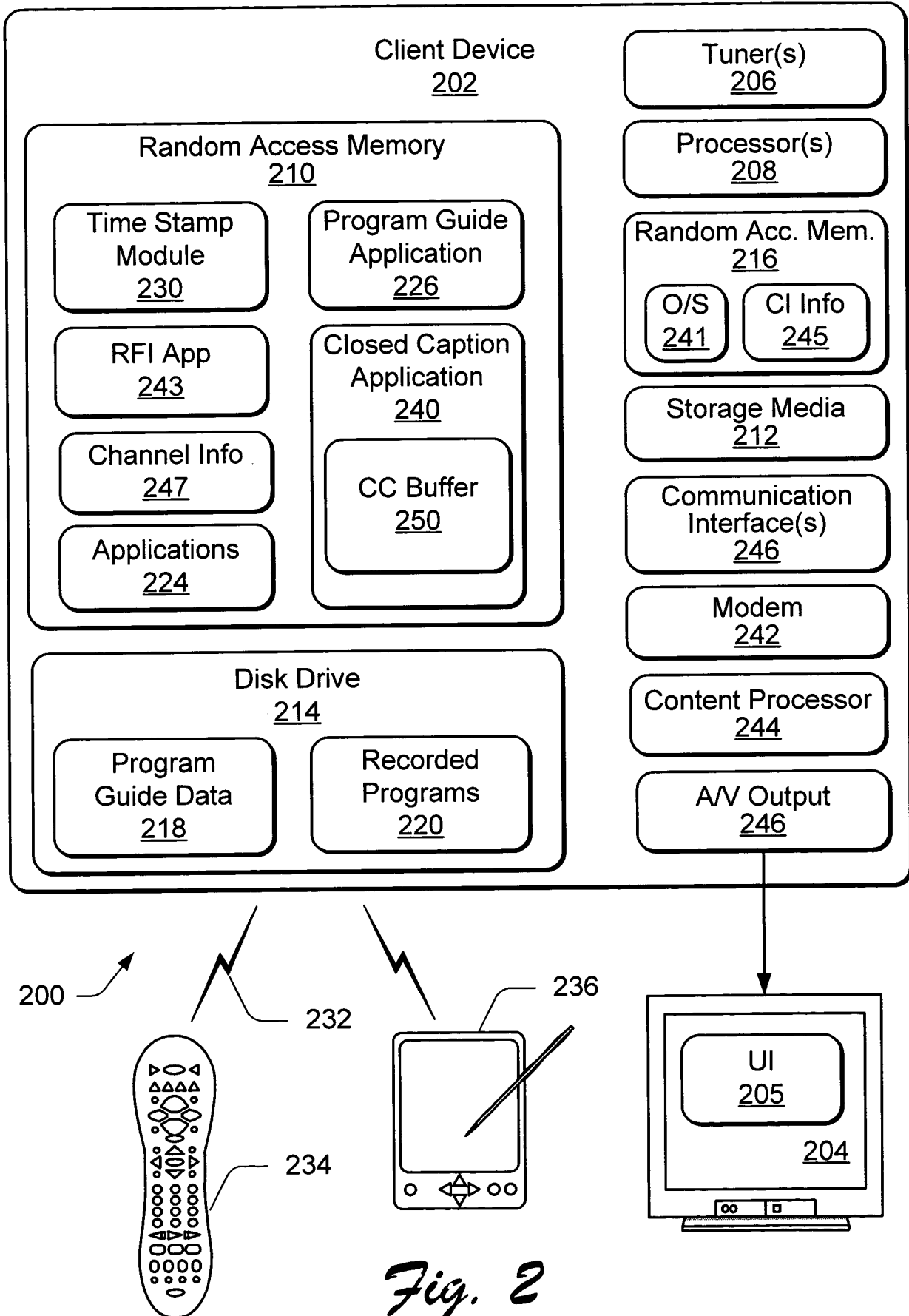
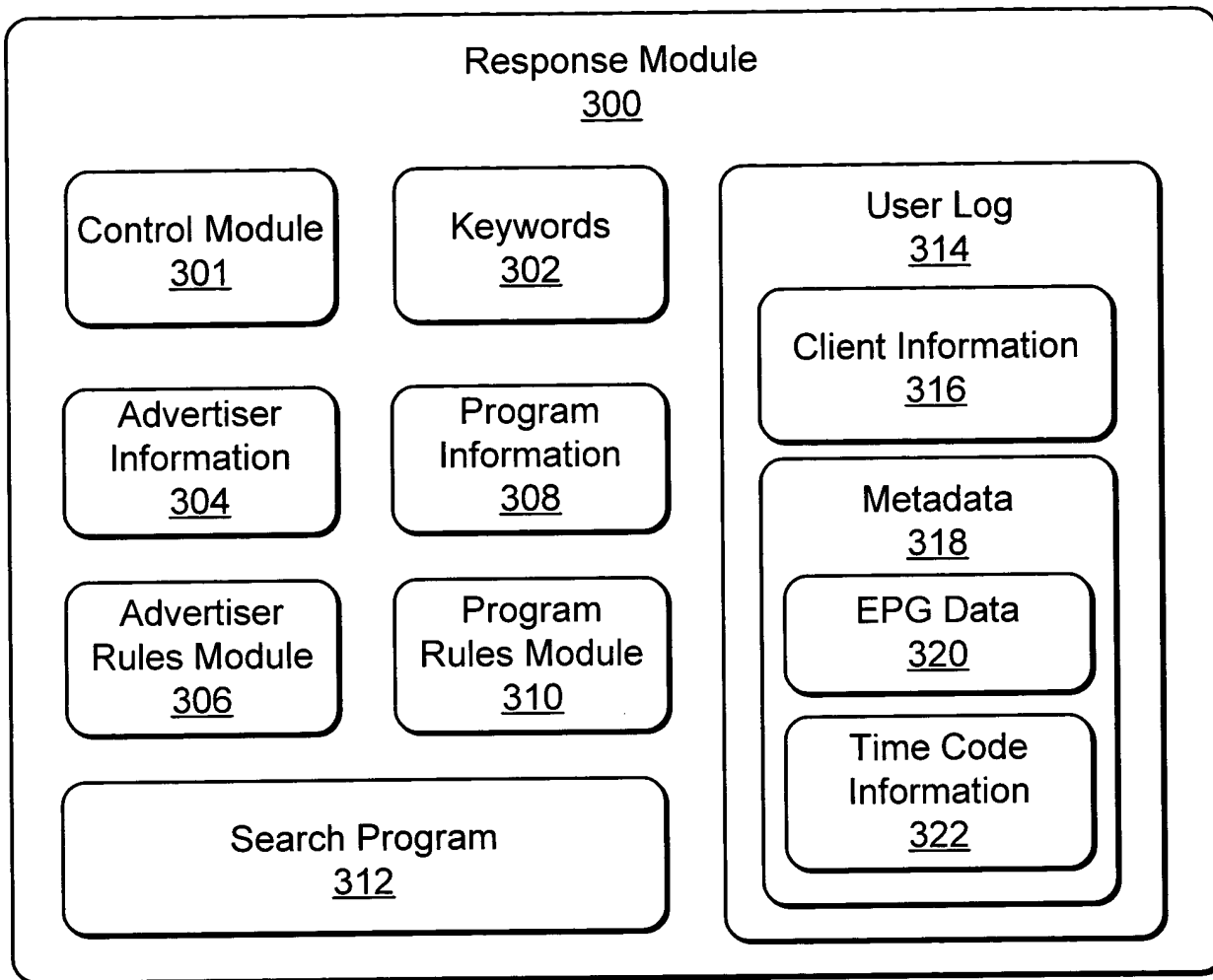


Fig. 2



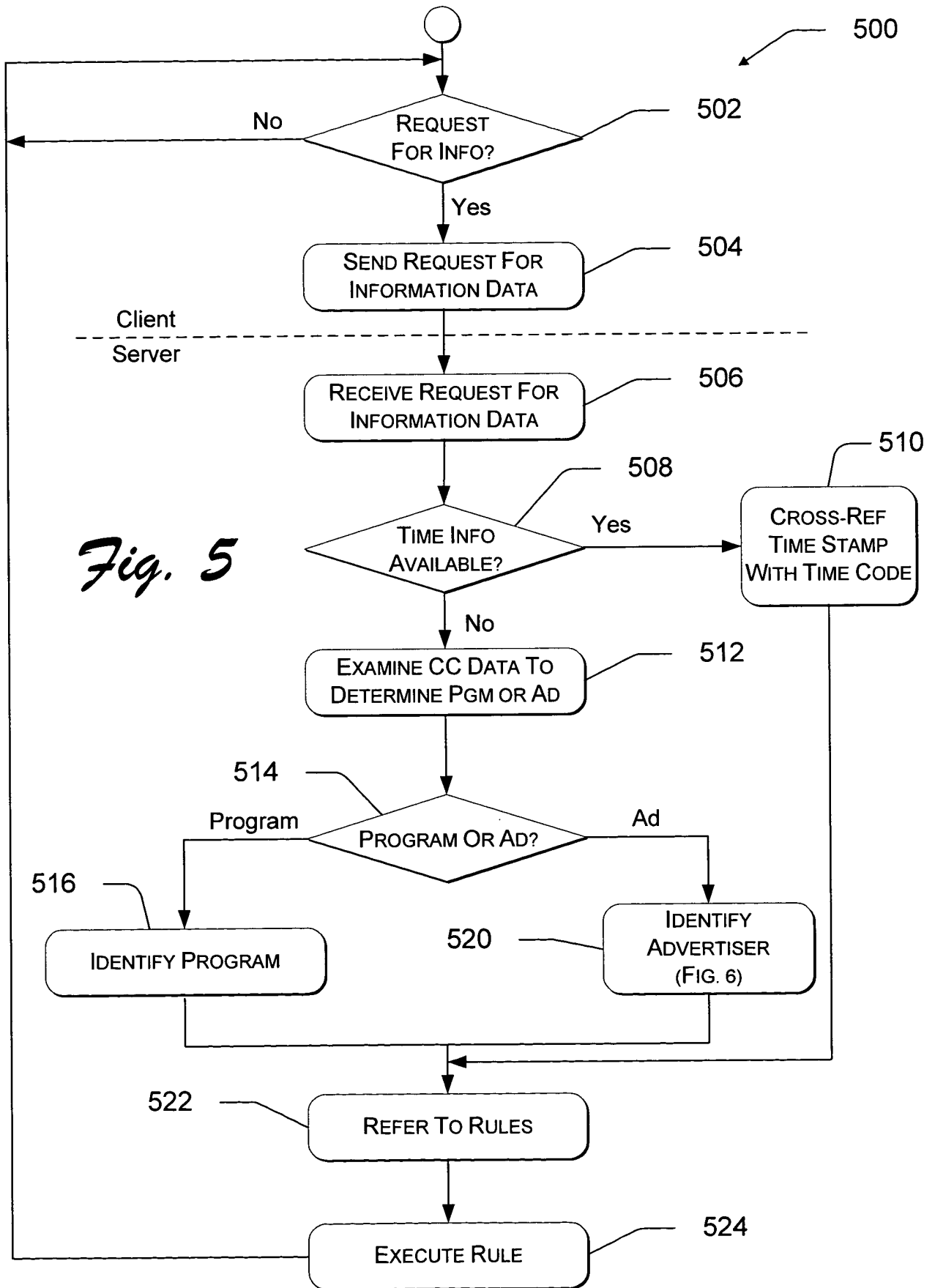
*Fig. 3*

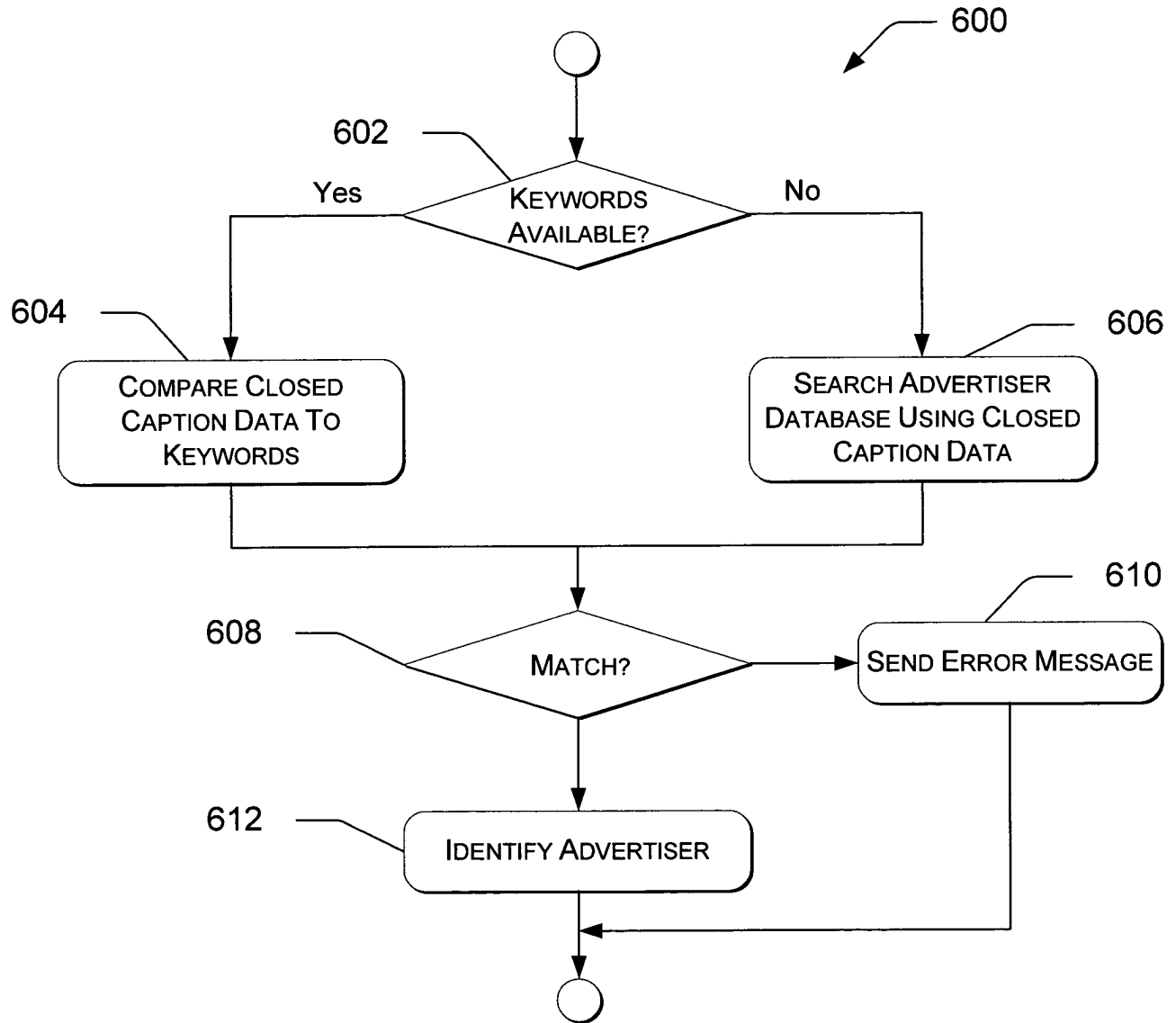
Program Rules Module <u>400</u>		
Program <u>402</u>	Action <u>404</u>	Deliv. Mode <u>406</u>
408(1) → 124396	Send Related Content Schedule	System Message
408(2) → 337525	Send Program Website Address	E-mail
408(3) → 993743	Send Coupon For DVD/ Video Purchase	Post
• • •		
408(n) → 241998 (music video)	Send Details: Production Details, Lyrics, etc.	System Message

*Fig. 4a*

Advertiser Rules Module <u>410</u>		
Advertiser <u>412</u>	Action <u>414</u>	Deliv. Mode <u>416</u>
418(1) → Advertiser X	Send Product/Availability Information	System Message
418(2) → Advertiser Y	Send Product Coupon	Post
418(3) → Advertiser Z (Program Promo)	Send Schedule of Broadcast Times	E-mail
• • •		
418(n) → Advertiser A	Send Product Website Address	System Message

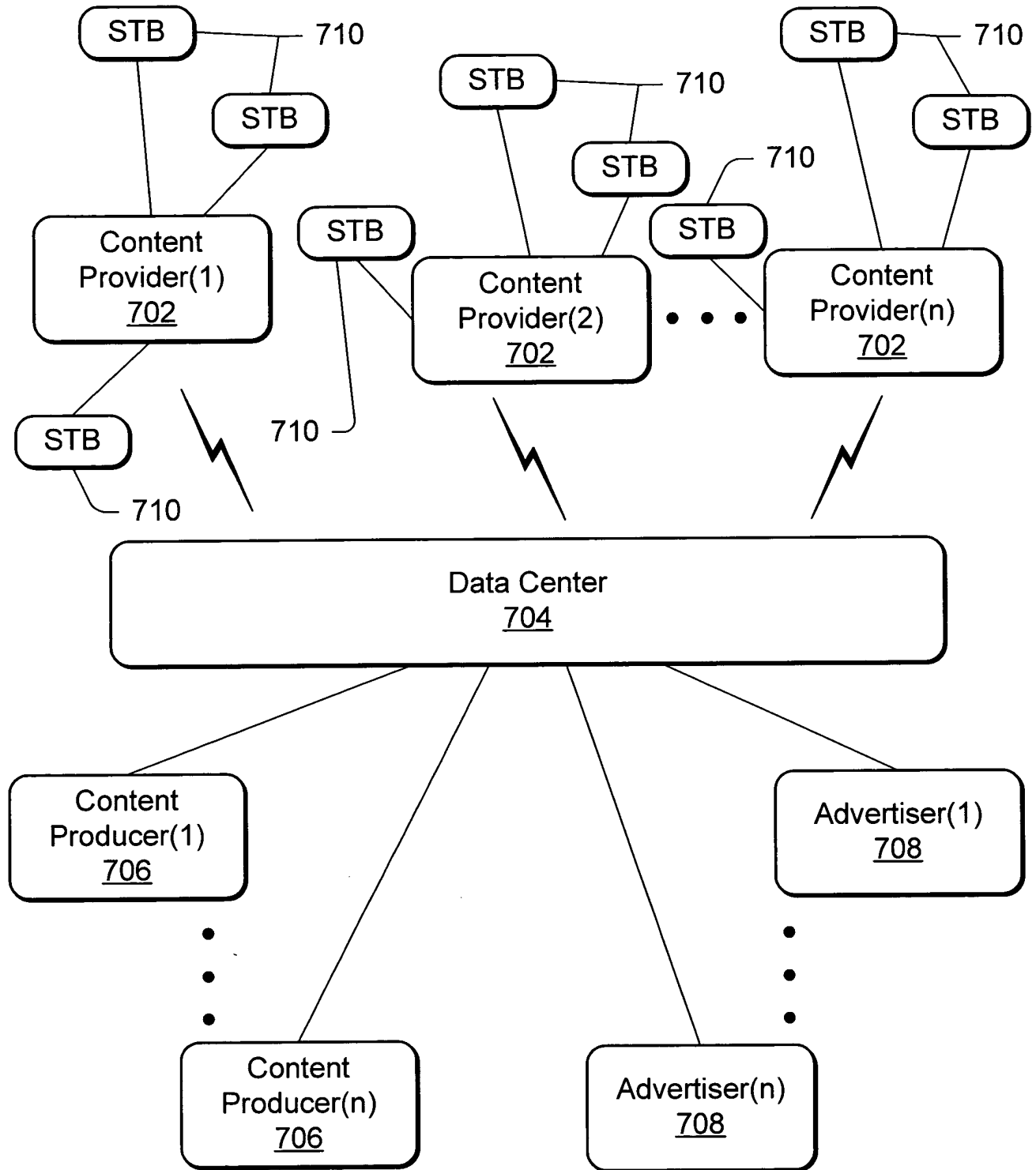
*Fig. 4b*





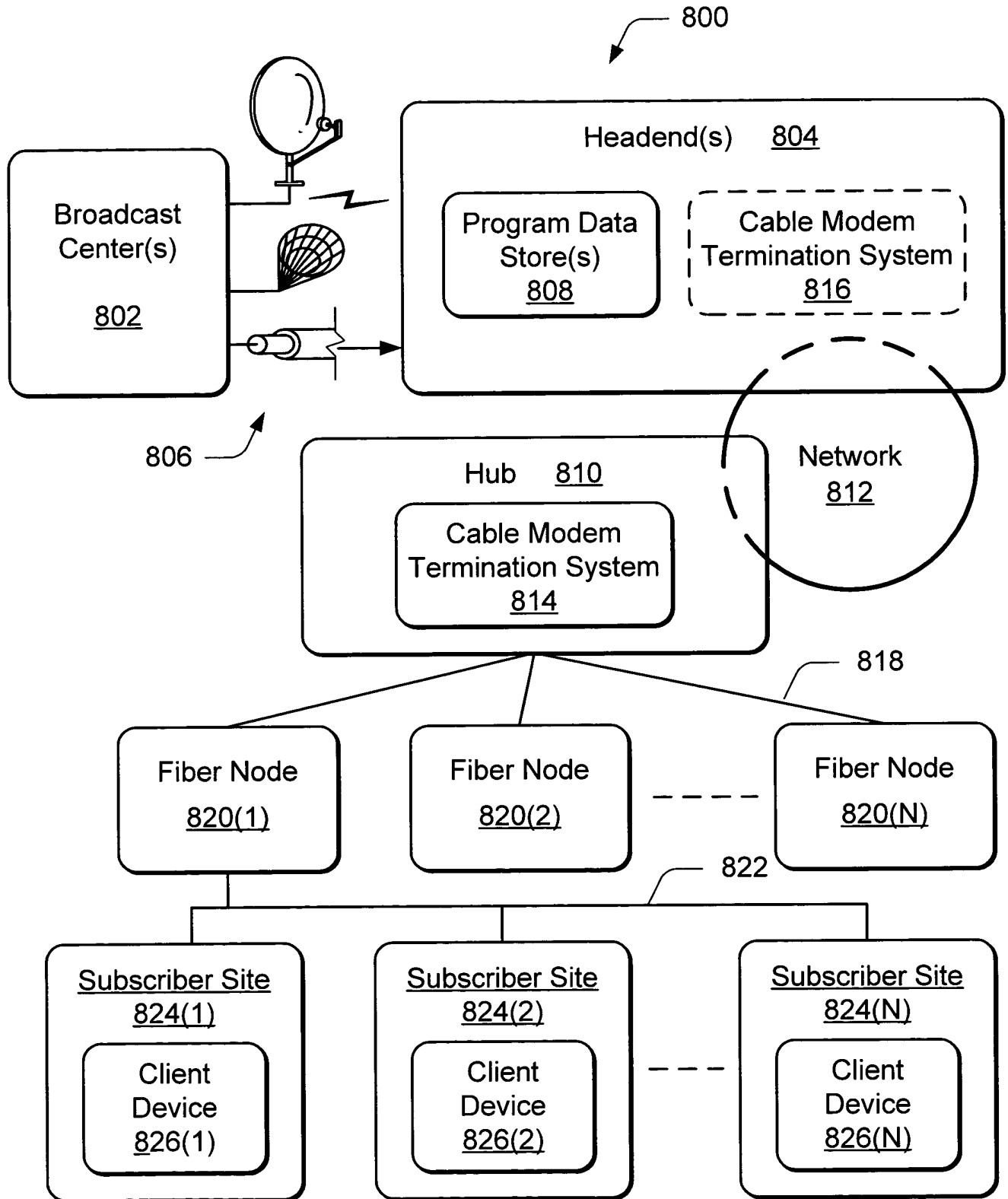
Identify Advertiser  
(Fig. 5)

*Fig. 6*



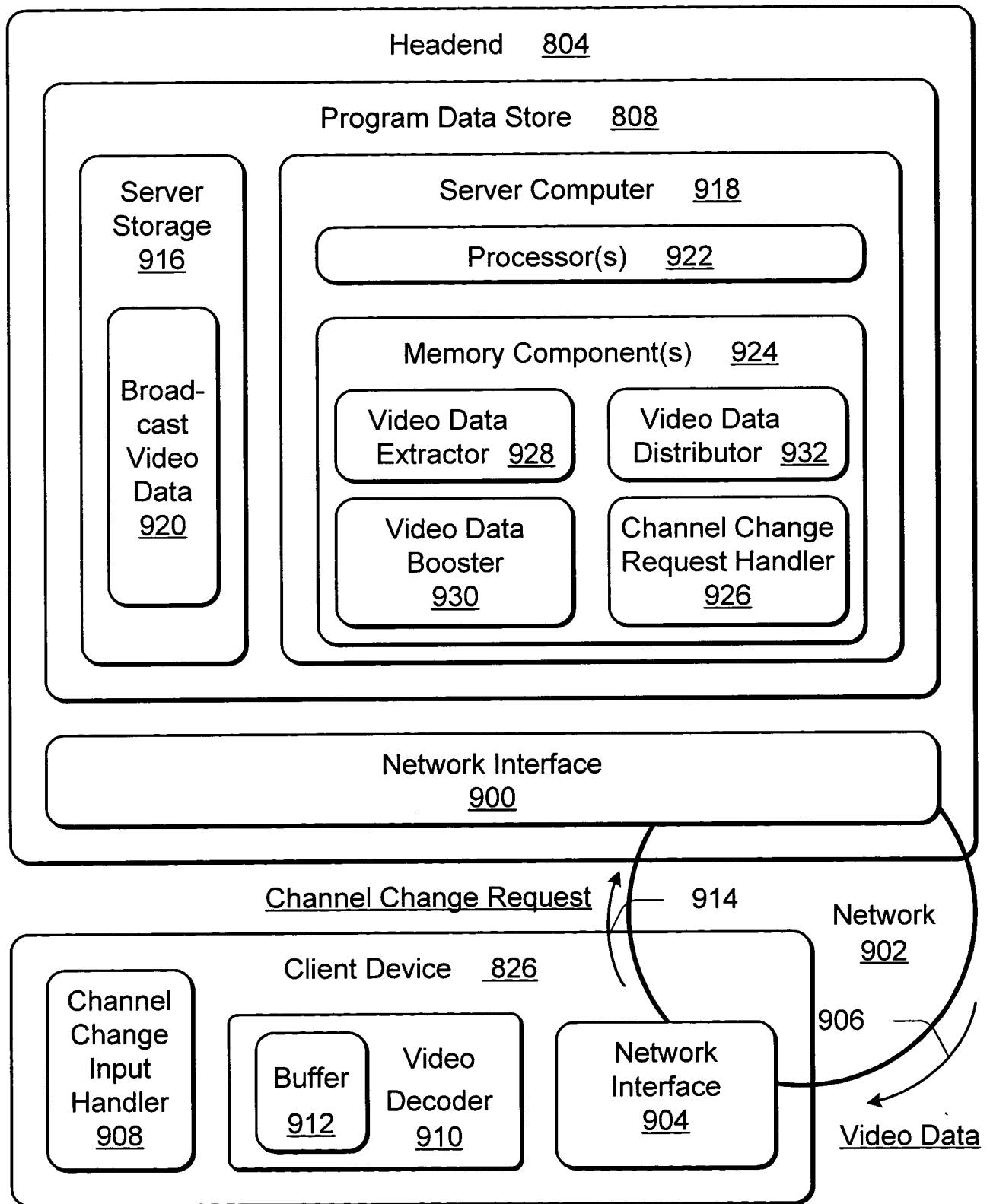
700 ↗

*Fig. 7*



*Fig. 8*





*Fig. 9*